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Date:

6/21/06

By:

Patti Hespell
Patti Hespell

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.: 3387 : Group Art Unit: 1751
Appln. No.: 09/857,257 : Examiner: Nguyen, Tri V
Filing Date: 01 June 2001 : Attorney. Docket No.: T709-12
Title: Advertisement Auction System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. Copies of the foreign references and non-patent documents may be found in Parent Application No. 09/268,520, now US Patent 6,324,519.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

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Application No. 09/857,257

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
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- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. 501535.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

Respectfully submitted,

Date:

6/21/06

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- 2 -

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Date: 6/21/06By: Patti Hespell
Patti HespellMail Stop RCEIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.:	3387	:	Group Art Unit:	1751
Appln. No.:	09/857,257	:	Examiner:	Nguyen, Tri V
Filing Date:	01 June 2001	:	Attorney. Docket No.:	T709-12
Title: Advertisement Auction System				

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering
		Group Art Unit	1751
		Examiner Name	Nguyen, Tri V
Sheet	1	of	1
		Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS			
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document
	Number	Kind Code (if known)	

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	"Doubleclick Debuts New Tool for Testing Creative on the Web", PRNewswire, Dialog File 613: PRNewswire, 20 May 1996	
	KARPINSKI, RICHARD, "Ad Sales Go Real-Time - FlyCast Brings Buyers and Sellers Together to Target Campaigns", Phillips Business Information's Internet Week Issue 692, pg 19, 1 December 1997	
	"Direct Marketing Primer", Upside, Vol. 9, Issue 11, pg. 37, December, 1997	
	"Flycast Brings Next-Level ROI to Web Advertisers", Press Release, http://www.flycast.com/press , 11 August 1998	
	"Flycast Introduces ValueTrak, The First Event Tracking Proven to Increase the Effectiveness of Web Advertising Campaigns", Press Release, http://www.flycast.com/press , 27 October 1998	

Examiner Signature		Date Considered	
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